

Executive Insights Summary

1. Revenue Concentration

- Over 70% of total sales are driven by just two product classes: *Mood Stabilizers* and *Analgesics*
→ Focus inventory planning, demand forecasting, and marketing on these high-performing categories.

2. Regional Demand Volatility

- Cities such as Berlin and Madrid show unpredictable sales patterns with high fluctuations
→ Implement agile restocking strategies and avoid overstocking in these locations.

3. Sales Influence Factors

- Sales are highly dependent on quantity sold, while price has negligible impact
→ Leverage volume-based promotions and product bundling instead of price discounts.

4. Channel Effectiveness

- Retail (Pharmacy) outlets generate significantly more revenue than Hospital channels
→ Allocate more sales resources, inventory, and campaign efforts to the retail space.

5. Seasonality Patterns

- Sales volumes spike during April–June and October–December
→ Preload inventory ahead of these peak periods and scale down supply during Q1 and Q3.

6. Expiry Risk Zones

- Certain product-city combinations have high stock with low or erratic sales
→ Use monthly risk flags to identify and adjust replenishment plans for combinations like Berlin–Analgesics and Madrid–Antibiotics.

7. Sales Team Performance

- Teams like Bravo and Delta consistently outperform others
→ Replicate their selling tactics, engagement models, and operational cadence across underperforming teams.